

# Home Furnishings Calendar 1950

JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors  
 \* on national trade and consumer publications. This list covers decorating, ap-  
 \* pliances, food, building, gardens - every phase of the home furnishings field.  
 \* To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Ad-  
 \* ditional copies are \$5 each to yearly subscribers. Personnel changes and ad-  
 \* ditions are published weekly. Avail yourself of this invaluable service.  
 \* \*\*\*\*\*

\* One of our important functions is to clear dates so that conflicts will not  
 \* arise. Check with us as to available times before scheduling your next affair.  
 \* \*\*\*\*\*

\* Events are listed without charge in the CALENDAR for approximately six weeks in  
 \* advance. Let us have your listing as early as possible so that we may help you  
 \* to avoid conflicts in dates and give you increasingly better service. New  
 \* events, last minute changes and revisions are added each week as scheduled.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 2	NEW RUGS A new source for hand-knotted rugs of Persian type weave is announced. Many different patterns in a variety of sizes are available to interior decorators and retail stores on special order at about \$10 a square foot, retail. Delivery requires three to four months. Standard sizes are 4 by 6; 6 by 8; 6 by 10; and 10 by 12 feet. Special sizes available at 15% extra. Publicity: Philip Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday Mar. 2	NEW OFFICE OPEN Beatrice West, formerly associated with the Rahr Color Clinic, announces the opening of her new offices. As color coordinator and decorator for Levitt & Sons, Miss West color-styled over 8000 houses as well as community centers, clubs, and so on, and previous to this she did the same sort of work for over 30,000 houses in Texas and many other states. She offers a unique color-styling service to builders, including the setting up and appropriate furnishing of model houses in any part of the country. Contact: Beatrice West, RH. 4-6600.	BEATRICE WEST	184 EAST 72ND ST.
Thursday Mar. 2- May 7	MODEL OF APARTMENT HOUSE ON DISPLAY A large model of a glass and steel skyscraper apartment house designed by Ludwig Mies van der Rohe of Chicago is now on display. The actual building is now under construction on Lake Shore Drive in Chicago. In addition to the model, plans of the building will show the flexibility of the layouts for apartments of various sizes. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART 11 WEST 52ND STREET	NORTHWEST GALLERY 11 WEST 52ND ST.
Friday Mar. 3 Dinner	"POSTILLION BALL" Dinner, dancing until 2:00 A.M. to Jeno Bartel's orchestra, prizes, surprises and a mystery box of souvenirs will be on the program. Contact: Mae Wagner Carlisle, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Mar. 4- Mar. 31	NEW MODEL HOME The new model house, "Home for Easy Living," which is decorated throughout in Koroseal material, will be opened informally on March 4, and open to the public on March 5 and all through the month. Situated in the Saddle-Woods Hills Colony, this new seven-room, ranch style house, to sell for \$19,990, has been decorated by Patricia Harvey, New York decorator; furnished by Quackenbush, Paterson, N.J., and is designed and decorated for easy living for the modern family. Contact: Jane Floyd Buck, Carl Byoir & Associates, Inc., 10 East 40th Street, New York, N.Y., MU. 3-3464.	TANDY & ALLEN, INC.	HILLSDALE, N.J.
Mar. 5- Mar. 8	DENVER GIFT & JEWELRY SHOW, HOTEL ALBANY, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 W. OLIVE STREET, LOS ANGELES, CALIF.		
Mar. 5- Mar. 8	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G.L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Mar. 5- Mar. 8	TRI-STATE GIFT ARTWARE SHOW, HOTEL SINTON, CINCINNATI, OHIO. CONTACT: H. W. WHITING, 2709 SHANMOOR AVENUE, CINCINNATI, OHIO.		

WEEK BEGINNING MONDAY, MARCH 6, 1950

Monday Mar. 6 7:00 P.M.	TWENTIETH LECTURE The twentieth lecture in the Survey of Advertising Course will deal with the role of home economists and educators in advertising. Panel Director will be Harriet Raymond of Celanese Corp., assisted by Sally Dickson of Sally Dickson Assoc., Carolyn Hutchins of Simplicity Pattern Co. and Elizabeth Stout of Celanese Corp. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Mar. 6- Mar. 8	SIXTEENTH MERCHANDISE MART A three-day show featuring home furnishings and appliances is expected to attract some 14,000 retail dealers in the trading area. Hours: 12 to 10 P.M. daily. Contact: E. M. Marks, Pittsburgh Wholesale Merchants Assn., Chamber of Commerce Bldg., Pittsburgh, Pennsylvania.	PITTSBURGH WHOLESALE MERCHANTS ASSOCIATION	WILLIAM PENN HOTEL PITTSBURGH, PENNA.
Monday Mar. 6- Mar. 9	PHILCO TO EXHIBIT AT CONVENTION At the National Convention of the Institute of Radio Engineers, Philco Corp. will exhibit microwave relay equipment, television test equipment for station, laboratory and factory use, and a flying spot scanner for use of studios and receiver manufacturers. Contact: Publicity Dept., Philco Corporation, Philadelphia, Pennsylvania.	PHILCO CORPORATION PHILADELPHIA, PENNA.	GRAND CENTRAL PALACE BOOTH 44
Mar. 6- Mar. 9	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA. CONTACT: MRS. M. I. RENNER, 483 MARKET STREET, YORK, PENNSYLVANIA.		
Mar. 6-10	GIFT MARKET WEEK, GIFT CENTER, 101 TREMONT STREET, BOSTON, MASSACHUSETTS.		
Mar. 6- Mar. 10	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Mar. 6- Mar. 10	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASS. CONTACT: DOROTHY MEEHAN, GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, N.Y.C., MU. 9-7147.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 6- Mar. 10	MERCHANDISE FAIR: 5¢ to \$10, 71ST REGIMENT ARMORY, 34TH ST. & PARK AVE. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627-8-9.		
Monday Mar. 6- Mar. 11	MAGIC DECORATOR SHOW WITH BETTY CARLISLE Betty Carlisle, color-consultant for Masland, will talk on Masland Beau- ti-blend color-planned labels, using the intriguing Magic Decorator Show to demonstrate possible color coordinations. She will also be available for consultation in the rug departments of this store, for radio broad- casts and so on. From March 13-18 Miss Carlisle will be at Jones Store, Kansas City, Mo; March 20-26 at Joslin's, Denver, Colorado; March 27 - April 1 at Mormac's, Albuquerque, N.M.; April 3-8 at Dryer's, San Diego, Cal.; April 10-15, Broadway's, Hollywood, Cal; April 17-22, W. & J. Sloane's, San Francisco, Cal; April 24-29 at Breuner's, Sacramento, Cal. Contact: Jane Scriven, Anderson, Davis & Platte, 50 Rockefeller Plaza, N.Y.C., PL. 7-2300.	C.H.MASLAND & SONS CARLISLE, PENNA.	FAMOUS-BARR ST. LOUIS, MO.
Monday Mar. 6 Just out	COOKING ENCYCLOPEDIA A two-volume encyclopedia dealing with meal planning, marketing and food- budgeting with breakfast, lunch and dinner menus for every day of the year, planned to fit into the average housewife's budget; information on canning, preserving, pickling and freezing; 1095 recipes for everything from appetizers through desserts; a section on table setting and service, kitchen equipment, and so forth, has been written by Meta Given and will cost \$7.50. Publicity: Janet Glennon, CI. 6-1700.	GARDEN CITY PUB. CO.	14 WEST 49TH STREET
Monday Mar. 6- Mar. 12	NATL. ANTIQUES SHOW The National Antiques Show will be held on these dates this year. During the Show, Robert H. Ward, expert in restyling furniture, will lecture on and demonstrate methods of furniture restyling twice daily. He will show how to remake an antique piano into a secretary and how to make a coffee table from a bench and an end table from a bedpost. Lectures will take place at 3 and 7 P.M. daily and are open free to visitors. Hours: 1 to 11 P.M. daily; 1 to 7 P.M. Sunday. Admission \$1.25 plus tax. Contact: Morton Yarmon, 97 Duane St., New York, N. Y., BE. 3-6010.	ANTIQUE DEALERS	MADISON SQ. GARDEN
Mar. 6- Mar. 17	AMERICAN TOY FAIR, HOTELS NEW YORKER AND McALPIN, NEW YORK CITY. PUBLICITY: RUTH MILLARD, TOY MFRS. OF U.S.A., 200 5TH AVE., OR. 5-1141.		
Tuesday Mar. 7 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO MARK OPENING OF NEW SHOWROOMS A cocktail party for the press, by invitation only. to mark the opening of his new offices and showrooms will be given by Dan Cooper on this date. Publicity: Jane Scriven, Anderson, Davis & Platte, PL. 7-2300.	DAN COOPER	67TH FL. PENTHOUSE ROCKEFELLER PLAZA
Tuesday Mar. 7 5:00 P.M.- 8:00 P.M. Cocktails	PRESS PARTY AND TRADE PREVIEW A private press conference and trade preview of their 1950 line of dinnerware and hotelware designs will be given by invitation only at a cocktail party and buffet supper. These designs have been developed through entirely new techniques. Contact: Arthur Pine Assoc., 67 W. 44th St., VA. 6-2680.	JACKSON VITRIFIED CHINA CO., FALLS CREEK, PENNA.	TAPESTRY ROOM PARK LANE HOTEL
Mar. 7 7:30 P.M.	REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN, NEW YORK. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, AS. 4-4247.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 7- May 9 7:15 P.M.	NEW LECTURE SERIES A series of ten two-hour sessions every Tuesday will be devoted to "Fundamentals and Techniques of Publicity" covering the most effective publicity practices used today by the top people in the field. Students will participate in the discussion after each lecture and will be given practical exercises which will be reviewed and criticized. As the size of the class is limited it is suggested that you enroll at once. Tuition, \$10. A distinguished list of guest instructors and lecturers will conduct the course. Contact: Henry Schapper, Publicity Club of New York, Inc., Hotel Shelton, Lexington Avenue & 49th St., New York 17, N.Y., PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Wednesday Mar. 8 Luncheon	LUNCHEON FOR BEDDING RETAILERS A "kickoff" luncheon to plan for National Sleep Show participation in the New York area will be held on this date by invitation only. Contact: Sims Reed, Charles P. Rogers Co., TR. 6-3700.	NATL. ASSN. OF BEDDING MANUFACTURERS	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Mar. 8- Mar. 12	EXPOSITION OF ELECTRICAL PROGRESS More than 50 distributors and manufacturers of major and other appliances will maintain exhibits at this event. Trade hours, 11 A.M. to 2 P.M. first three days of show, during which admission is by invitation only. Open to public from 2 to 11 P.M. daily. Contact: F. F. Robinson, Director, 106 West 14th St., Kansas City 6, Missouri.	ELECTRIC ASSN. OF KANSAS CITY	MUNICIPAL AUDIT. KANSAS CITY, MO.
Wednesday Mar. 8- May 24 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE WEDNESDAY MEETINGS A twelve-week workshop to be conducted by Beatrice Schapper is being offered. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance will start on March 8. Fee is \$15 for entire series and registration takes place up to March 3 at any branch library, or mail check or money order to Adult Education Office, City College, Convent Ave. & 139th St., New York 31, N.Y. Contact: Beatrice Schapper, LO. 4-2560.	CITY COLLEGE ADULT EDUCATION PROGRAM	PUBLIC LIBRARY ROOM 115
Friday Mar. 10 1:00 P.M. Luncheon	LUNCHEON AND SHOW A luncheon and a showing of specially styled table settings by Carole Stupell will be given on this date for the benefit of the School Settlement Assn. Gowns, especially designed to harmonize with the different types of settings, will also be shown. Tickets are \$7.50. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000. Publicity for Carole Stupell, Carson-Ruff Associates, MU. 2-2055.	HOTEL PIERRE	BALLROOM
Mar. 12- Mar. 16	NORTHWEST GIFT, ART, HOUSEWARES SHOW, RADISSON HOTEL, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Mar. 12- Mar. 19	REVIEW OF SILVER A review of the finest silver patterns introduced in the past fifty years all over the world will be open to the press and public on these dates. Flat silver and holloware will be shown and demonstrated by silversmiths. The press may see this display by appointment during the week of March 6 - 12, in the Fourth Floor, Silver Dept. Contact: Etta Daub, B. Altman & Company, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.



DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MARCH 13, 1950

- Mar. 13- GRAND RAPIDS HOME SHOW, HOTEL PANTLIND, GRAND RAPIDS, MICHIGAN.  
Mar. 17 CONTACT: G. E. EDERLE, 200 N. IONIA N.W., GRAND RAPIDS, MICHIGAN.
- Mar. 13- PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILA. PA. CONTACT:  
Mar. 17 DOROTHY MEEHAN, GEO. F. LITTLE MANAGEMENT, 220 5TH AVE., MU. 7-7147.
- Monday EXHIBIT OF HEMENWAY-JOHNSON 919 TEXAS AVENUE  
Mar. 13- TEXTILES FURNITURE CO., INC. SHREVEPORT 6, LA.  
Mar. 18 An exhibition of decorative textiles will be held in the Decorators' Galleries of this store. Open to visitors from 9:15 A.M. to 5:30 P.M. Special group will be shown the exhibit prior to opening date. Contact: Mr. W. J. Daniel, Hemenway-Johnson Furniture Co., Shreveport, Louisiana.
- Monday TABLE FASHIONS HELEN CHAMBERLIN MERCHANDISE MART  
Mar. 13 EXHIBIT LOS ANGELES, CAL. CHICAGO, ILLINOIS  
Going on Helen Chamberlin's touring Table Fashions Show will be presented under the joint sponsorship of the Chicago Herald-American and the Merchandise Mart in Chicago. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinaware and earthenwares of the members of the California Pottery Guild. Contact: Helen Chamberlin, 203 Terminal Sales Building, Seattle 1, Washington.
- Tuesday MONTHLY LUNCHEON ADV. WOMEN OF N.Y. HOTEL ASTOR  
Mar. 14 The monthly luncheon of this organization will be held on this date.  
Luncheon Speaker and subject to be announced later. Contact: Mabel Blake, CI.5-4149.
- Tuesday LECTURE ON DECORATING COLUMBIA MILLS, INC. JOSEPH HORNE CO.  
Mar. 14- ON A BUDGET SYRACUSE, NEW YORK PITTSBURGH, PA.  
Mar. 17 Margaret Meredith, decorator-consultant for Columbia Mills, will lecture to local women's clubs on "Decorating on a Budget" in the Drapery Dept. of this store and be available for consultation. Publicity: J.M. Weaver, Columbia Mills, Inc., 428 So. Warren St., Syracuse 2, N.Y.
- Thursday MONTHLY LUNCHEON HOME FASHIONS LEAGUE HOTEL ROOSEVELT  
Mar. 16 The speaker at the next luncheon will be T. H. Robsjohn-Gibbings; his  
12:15 P.M. subject "The Myth of the Paste-Makers." Open to members and their guests.  
Luncheon Contact: Josephine Brush, PL. 5-2276.
- Thursday CONFERENCE AM. MANAGEMENT ASSN. HOTEL STATLER  
Mar. 16- The Marketing Division of this organization will sponsor a conference on  
Mar. 17 these dates at which marketing, sales and merchandising executives will exchange information. Publicity: Edward K. Moss, BR. 9-6055.
- Mar. 17 ST. PATRICK'S DAY (Friday).
- Friday EXHIBIT: ROOM INTERIORS MEMBERS OF A.I.D. NATIONAL ARTS CLUB  
Mar. 17- An exhibition of room interiors, called "Spring in Gramercy Park," will  
Apr. 8 show interiors designed by members of the A.I.D. in collaboration with members of the National Society of Mural Painters, at the National Arts Club, 15 Gramercy Park. Private opening by invitation only from 4 to 6 P.M. on March 16; cocktails. Open daily thereafter from 11 A.M. to 4:30 P.M., admission 50¢. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th Street, New York 22, N.Y., MU. 8-0238.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 17- Mar. 24	BUILDER'S SHOW, MINNEAPOLIS AUDITORIUM, MINNEAPOLIS, MINNESOTA CONTACT: H. H. CORY, MGR., 1157 NORTHWESTERN BANK BLDG., MINNEAPOLIS, MINN.		
Mar. 19- Mar. 22	PITTSBURGH GIFT & ART SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		

#### ADVANCE DATES AND NOTICES

Monday Mar. 20- Mar. 25	INTERNATIONAL FLOWER SHOW The annual International Flower Show will take place on these dates this year. Contact: Clifford Lowther, 157 W. 58th St., PL. 7-0 15.	FLORISTS, NURSERYMEN MFRS. OF GARDEN SUPPLIES	GRAND CENTRAL PALACE
Wednesday Mar. 22 8:00 P.M.- 10:00 P.M.	AUCTION OF DECORATIVE ARTS Approximately 200 decorative objects donated by members of the A.I.D. and by decorative sources of supply will be sold at auction on this date. A preview will be held at Hal Phye's studio in the new Parke Bernet Building on March 20 and 21. Decorators may bring or send their clients. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th St., N.Y.C., MU. 8-0238.	AM. INST. OF DECORATORS	PARKE BERNET GALL.
Mar. 25- Apr. 2	NATIONAL HOME SHOW, DALLAS, TEXAS. CONTACT: G. A. GODFREY, 1101 COMMERCE ST., DALLAS, TEXAS.		
Mar. 26- Mar. 30	GREATER NATL. CAPITAL GIFT, ART & HSWRS. SHOW, WILLARD, WASHINGTON, D.C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Mar. 27-30	MONTREAL GIFT SHOW, MOUNT ROYAL HOTEL, MONTREAL, CANADA		
Mar. 27- Apr. 1	BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASSACHUSETTS. CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL STREET, BOSTON, MASS.		
Monday Mar. 27- Apr. 21	GOLD MEDAL EXHIBITION SCULPTURE The final monthly gold medal exhibition will open on this date and will show sculpture. Open to public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
Tuesday Mar. 28- Mar. 31	NATIONAL PLASTICS EXPOSITION The fourth annual exposition of the industry will be held in Chicago which is a center of one of the largest concentrations of plastics manufacturing. More than 110 exhibitors showing all lines of plastics materials and applications will participate. Publicity: C. Jack Lynes and Richard G. Elliott, 39 South LaSalle St., Chicago, Illinois.	SOCIETY OF THE PLASTICS INDUSTRY	NAVY PIER CHICAGO, ILL.
Thursday Mar. 30	SPECIAL BRIDES ISSUES Retailing Daily's feature issue covering the whole bridal home furnishings field will be published on this date. March 18 is closing date for all space reservations; March 20 for copy and plates. Contact: Retailing Daily, 7 East 12th Street, New York 3, N. Y., OR. 4-5000.	RETAILING DAILY	7 EAST 12TH ST.
Apr. 1- Apr. 2	ADVERTISING WOMEN'S EASTERN CONFERENCE, SHERATON BELVEDERE HOTEL, BALTIMORE, MD. CONTACT: SPOTTIE WARREN, WOMEN'S ADV. CLUB OF BALTIMORE.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH Wallpaper Style Month will be held for the third time this year. April has been chosen to meet fair weather conditions in a larger part of the country. The month is being sponsored by four important groups: The Wall Paper Institute, the Wall Paper Wholesalers' Assn., Retail Paint and Wall Paper Distributors of America and Painting and Decoration Contractors of America. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once as there will be one printing only and production was started on February 28th. All consumer publicity: Catherine Blondin Associates, 280 Madison Ave., New York 16, N.Y., MU. 9-7360.	WALLPAPER WHOLESALERS ASSOCIATION, ETC.	THROUGHOUT THE COUNTRY
Saturday Apr. 1 Just out	PROMOTIONAL BOOK OUT A new promotional house organ, "Inspiration", which is exclusive to one dealer in each city, will be available on this date. It provides editorial content and suggests photographs and reproductions for the dealer to use, covering his own merchandise, on the inside front cover and the inside and outside back cover, plus the dealer's own advertising. Price varies according to quantity. Contact: Frederick S. Hubert, Eastern Mdse. Dir., Natl. Retail Furn. Assn., MU. 4-6588.	NATL. RETAIL FURN. ASSN.	267 FIFTH AVENUE
Monday Apr. 3- Apr. 4	PRODUCTION DIV. MEETING A meeting of executives to consider more effective use of production facilities and personnel in all kinds of American business will be held on these dates. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN.	HOTEL STATLER
Monday Apr. 3- Apr. 5	19TH ANNUAL CONFERENCE On the opening day, April 3, both morning and afternoon sessions are for members only. On April 4 and 5, from 9 A.M. to 6 P.M. a Trade Show will be held open to all in allied professions and fields but not to the consumer public. Displays of furniture, fabrics, floor coverings, wall coverings, lighting and lamps, window shades, screens, pictures, leather goods, china, fireplaces, hardware, accessories and so on will be featured. The designs in the A.I.D. competitions will also be exhibited. On April 4, a luncheon in the Grand Ballroom will honor the winners in these competitions, with Henry G. Dowling of London as guest speaker. This luncheon is open to all in allied professions and fields. On April 5, from 10 A.M. to 12 M. there will be a session devoted to "Design and Architecture." From 2 to 4 P.M. the title of the session will be "Modern versus Modern." Both sessions will be held in the Wedgwood Room and will be open to all in allied professions and fields. Contact: Mrs. M.M. Girard, A. I. D., 41 East 57th Street, New York 22, N.Y., MU. 8-0238.	AM. INST. OF DECORATORS	WALDORF-ASTORIA
Wednesday Apr. 5 10:00 A.M.- 4:00 P.M. Luncheon	BRAND NAMES DAY An all-day session with luncheon will be held. The morning session, in the Perroquet Suite, is for members and the Board only. The luncheon, and afternoon panel discussion, are open to all. A nationally-known speaker will address the meeting and during the panel discussion a report, the first of its kind, by National Family Opinion of Toledo, Ohio, a research organization, will reveal the buying habits of 2,000 families and their individual members. Sixty-two product groups are covered. Tickets, \$10 a person. Contact: Nathan Keats, Brand Names Foundation, 119 West 57th St., New York 16, N.Y., CI. 5-8118	BRAND NAMES FOUNDATION	119 WEST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 9	EASTER SUNDAY		
Apr. 9- Apr. 16	HONEY FOR BREAKFAST WEEK SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON 3, WIS.		
Monday Apr. 10	NEW PATTERN TO COME OUT A new 1881 Rogers pattern called "Brookwood" will be on sale at all leading silverware dealers on this date. Publicity: E. B. Bedford, Oneida Ltd., Oneida, N.Y.	ONEIDA LTD.	ONEIDA, N.Y.
Monday Apr. 10- Apr. 15	NEW YORK ANTIQUES FAIR The antique dealers of New York and vicinity will exhibit at the annual fair to be held in the 71st Regiment Armory at Park Avenue and 34th St. Hours, 1 to 11 P.M. daily; Saturday, 1 to 6 P.M. Admission, \$1 plus tax. Contact: C. J. Nuttall, 660 Madison Avenue, New York 21, N.Y., TE. 8-6830.	ANTIQUÉ DEALERS	71ST REG. ARMORY
Wednesday Apr. 12 4:00 P.M.- 7:00 P.M.	PRESS PARTY A cocktail party to introduce new vacuum cleaner models and demonstrate them to the press will be held, by invitation only, on this date. Publicity: Dorothy Ashton, Verne Burnett Associates, MU. 7-9030.	HOOVER COMPANY	PLAZA HOTEL

#### MUSEUM, GALLERY AND GARDEN NEWS

Sundays Mar. 5- Mar. 26	LECTURE SERIES The Decorative Arts of England and France will be the subject of four Sunday lectures by Trenchard Cox, Director, City Museum and Art Gallery, Birmingham, England. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Sunday Mar. 5- Apr. 30	CONTEMPORARY DESIGN EXHIBIT The Denver Art Museum is planning its first major exhibition of contemporary design entitled "Under Every Roof." This exhibition will explore the achievements of the modern designer in nearly every conceivable field. Contact: Otta Karl Bach, Director, Denver Art Museum.	DENVER ART MUSEUM 14TH AVE. & ACOMA ST.	DENVER 4, COLORADO
Tuesday Mar. 7 & 14 3:30 P.M.	TWO LECTURES ON CHINA Chinese decorative design will be the subject of two lectures by Pauline Simmons at 3:30 P.M. in the Lecture Hall. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.

#### TELEVISION AND RADIO NEWS

Thursday Mar. 2 9:30 A.M.	RADIO PROGRAM "The McCanns at Home", a radio program which runs Mondays through Saturdays every week at this hour, deals with food and diets, nutrition in general, homemaking and child care. Publicity: Walter Bennett, WOR, 1440 Broadway, LO. 4-8000.	WOR	1440 BROADWAY
Wednesday Mar. 8 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR William Pahlmann, noted interior decorator and designer, will give tips on interior decoration on Dorothy Doan's program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVE.



DATE

WHAT'S GOING ON

GIVEN BY

WHERE

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having Lists of Editors please note that these changes should be added to their lists to bring them up to date?

For Canadian Home Journal, 73 Richmond Street West, Toronto, Canada.

The following editors are interested in the subjects mentioned: Editor, Mary-Etta Macpherson; Needlework and Patterns, Margaret Thornton; Furnishings, Mrs. Gertrude Paul; Food, Mrs. Katherine Caldwell Bayley.

For Seventeen, Triangle Publications, 11 West 42nd St., New York 18, N.Y. Mrs. Alice Thompson has just been appointed editor-in-chief.

For General Features Corporation, 250 Park Avenue, New York 17, N.Y.

Sue Gardner, woman's page editor of the Newark Star-Ledger, will take over the "More for Your Money" column for this organization on Sunday, March 5. Miss Gardner would like to receive information on home furnishings, household hints and new products. Address: Miss Sue Gardner, 203 West 103rd St., New York 25, N.Y., or at Star-Ledger, 217 Halsey St., Newark, N.J.

For Charm, Street & Smith Publications, 122 East 42nd St., New York 17, N.Y. Helen Valentine has just been appointed editor-in-chief of this magazine.

For Bride's Book, 481 University Avenue, Toronto 2, Canada.

The editor of the semi-annual publication is Jean McKinley who is also feature editor for Canadian Home & Gardens at the same address. Miss McKinley is interested in receiving information on home furnishings of all sorts, appliances, housewares and food.

For Esquire, 366 Madison Avenue, New York 17, N.Y.

Mr. Norman Koolkin has replaced Miss Gwendolyn Boulkind as Editor of Talking Shop. On March 31, Esquire's new address will be 488 Madison Avenue.

For American Life, 545 Fifth Avenue, New York 17, N.Y.

Eric Friedheim is Editor and Helen Wacker is Woman's Editor. They are interested in receiving home furnishings material.

Under Individuals on your List of Editors, please add:

Mrs. Robert W. Cahoon, 49 South Main Street, Batavia, New York. Mrs. Cahoon is interested in receiving information on home furnishings for Catholic publications, especially St. Anthony's Messenger.

EDITORIAL REQUIREMENTS

For Portland Sunday Telegram, Guy Gannett Pub. Co., Portland 2, Me.

Material on lamps, draperies, furniture or combinations of all three will be welcome for use on The Homemaker Pages of this publication. Address: Jeannette B. Pomeroy.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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